

**What is claimed is:**

1. A system for creating an affinity group of portable communications device users comprising:

means for providing wireless communication between said users;

means for storing profile data relating to each of said users, said means for storing being operatively connected to the means for providing wireless communications; and

means for (a) comparing the profile data of different ones of said users, and (b) associating users with the affinity group based on the profile data comparison to thereby create the group, said means for comparing and associating being operatively connected to the means for storing.

2. The system of Claim 1 wherein the profile data comprises information selected from the group consisting of: user news preferences, user sports preferences, user advertisement preferences, user purchase preferences, user electronic game preferences, user interactive game preferences, user game skill level, user virtual reality character characteristics, user portable communications device capabilities, user portable communications device model, user portable communications device usage level, user occupation, user income level, user education level, user residence, user sex, user religion, other users precluded from communicating with the user, and user frequent location.

3. The system of Claim 1 wherein the profile data comprises information

selected from the group consisting of user electronic game preferences, user interactive game preferences, user game skill level, user virtual reality character characteristics, and user portable communications device capabilities.

4. The system of Claim 1 wherein the profile data includes user electronic game preferences.

5. The system of Claim 1 wherein the profile data includes user interactive game preferences.

6. The system of Claim 5 wherein the interactive game preferences comprise information selected from the group consisting of: user individual game selection history, user game genre selection history, and user ranking of interest in games.

7. The system of Claim 1 wherein the profile data includes user game skill level.

8. The system of Claim 1 wherein the profile data includes user interactive game preferences and user game skill level.

9. The system of Claim 1 wherein the means for providing wireless communication includes plural mobile wireless devices, and wherein the means for storing profile data comprises a memory device located in each mobile

wireless device.

10. The system of Claim 1 wherein the means for providing wireless communication includes a centrally located server, and wherein the means for storing profile data comprises a memory device associated with the centrally located server.

11. The system of Claim 1 further comprising means for a user to include herself in an affinity group notwithstanding the failure of the means for comparing and associating to associate the user with the affinity group.

12. A system for creating an affinity group of portable communications device users comprising:

means for providing wireless communication between said users;

means for storing profile data relating to each of said users, said means for storing being operatively connected to the means for providing wireless communications; and

means for (a) comparing the profile data of each of said users with a predefined affinity group definition, and (b) associating users with the affinity group based on the comparison user profile data with the predefined affinity group definition to thereby create the group, said means for comparing and associating being operatively connected to the means for storing.

13. The system of Claim 12 wherein the profile data comprises information selected from the group consisting of: user news preferences, user sports preferences, user advertisement preferences, user purchase preferences, user electronic game preferences, user interactive game preferences, user game skill level, user virtual reality character characteristics, user portable communications device capabilities, user portable communications device model, user portable communications device usage level, user occupation, user income level, user education level, user residence, user sex, user religion, and user frequent location.

14. The system of Claim 12 wherein the profile data comprises information selected from the group consisting of user electronic game preferences, user interactive game preferences, user game skill level, user virtual reality character characteristics, and user portable communications device capabilities.

15. The system of Claim 12 wherein the profile data includes user electronic game preferences.

16. The system of Claim 12 wherein the profile data includes user interactive game preferences.

17. The system of Claim 16 wherein the interactive game preferences comprise information selected from the group consisting of: user individual game

selection history, user game genre selection history, and user ranking of interest in games.

18. The system of Claim 12 wherein the profile data includes user game skill level.

19. The system of Claim 12 wherein the profile data includes user virtual reality character characteristics.

20. The system of Claim 12 wherein the profile data includes user interactive game preferences and user game skill level.

21. The system of Claim 12 wherein the means for providing wireless communication includes plural mobile wireless devices, and wherein the means for storing profile data comprises a memory device located in each mobile wireless device.

22. The system of Claim 12 wherein the means for providing wireless communication includes a centrally located server, and wherein the means for storing profile data comprises a memory device associated with the centrally located server.

23. The system of Claim 12 further comprising means for a user to include

herself in an affinity group notwithstanding the failure of the means for comparing and associating to associate the user with the affinity group.

24. A method of creating an affinity group of portable communications device users comprising the steps of:

providing wireless communication between said users;  
receiving profile data relating to each of said users;  
storing the profile data relating to each of said users;  
comparing the stored profile data of different ones of said users; and  
associating users with the affinity group based on the profile data

comparison.

25. The method of Claim 24 wherein the profile data comprises information selected from the group consisting of: user news preferences, user sports preferences, user advertisement preferences, user purchase preferences, user electronic game preferences, user interactive game preferences, user game skill level, user virtual reality character characteristics, user portable communications device capabilities, user portable communications device model, user portable communications device usage level, user occupation, user income level, user education level, user residence, user sex, user religion, and user frequent location.

26. The method of Claim 24 wherein the profile data comprises information

selected from the group consisting of user electronic game preferences, user interactive game preferences, user game skill level, user virtual reality character characteristics, and user portable communications device capabilities.

27. The method of Claim 24 wherein the profile data includes user electronic game preferences.

28. The method of Claim 24 wherein the profile data includes user interactive game preferences.

29. The method of Claim 28 wherein the interactive game preferences comprise information selected from the group consisting of: user individual game selection history, user game genre selection history, and user ranking of interest in games.

30. The method of Claim 24 wherein the profile data includes user game skill level.

31. The method of Claim 24 wherein the profile data includes user virtual reality character characteristics.

32. The method of Claim 24 wherein the profile data includes user interactive game preferences and user game skill level.

33. The method of Claim 24 wherein the provision of wireless communication involves the use of plural portable communications devices, each said portable communications device having a memory device located therein, and wherein the profile data is stored in the memory devices located in the portable communications devices.

34. The method of Claim 24 wherein the provision of wireless communication involves the use of a centrally located server having an associated memory device, and wherein said profile data is stored in said memory device.

35. The method of Claim 24 further comprising the steps of:  
receiving updated profile data relating to said users;  
modifying the stored user profile data based on the received updated profile data;  
comparing the modified user profile data of different ones of said users;  
and  
modifying as needed the users associated with the affinity group based on the modified user profile comparison.

36. A method of creating an affinity group of portable communications device users comprising the steps of:  
providing wireless communication between said users;



receiving profile data relating to each of said users;  
storing the profile data relating to each of said users;  
comparing the profile data of a plurality of said users with a predefined affinity group definition; and  
associating users with the affinity group based on the comparison of the user profile data with the predefined affinity group definition to thereby create the group.

37. The method of Claim 36 wherein the profile data comprises information selected from the group consisting of: user news preferences, user sports preferences, user advertisement preferences, user purchase preferences, user electronic game preferences, user interactive game preferences, user game skill level, user virtual reality character characteristics, user portable communications device capabilities, user portable communications device model, user portable communications device usage level, user occupation, user income level, user education level, user residence, user sex, user religion, and user frequent location.

38. The method of Claim 36 wherein the profile data comprises information selected from the group consisting of user electronic game preferences, user interactive game preferences, user game skill level, user virtual reality character characteristics, and user portable communications device capabilities.

39. The method of Claim 36 wherein the profile data includes user electronic game preferences.

40. The method of Claim 36 wherein the profile data includes user interactive game preferences.

41. The method of Claim 40 wherein the interactive game preferences comprise information selected from the group consisting of: user individual game selection history, user game genre selection history, and user ranking of interest in games.

42. The method of Claim 36 wherein the profile data includes user game skill level.

43. The method of Claim 36 wherein the profile data includes user virtual reality character characteristics.

44. The method of Claim 36 wherein the profile data includes user interactive game preferences and user game skill level.

45. The method of Claim 36 wherein the provision of wireless communication involves the use of plural mobile portable communications devices, each said portable communications device having a memory device located therein, and

wherein the profile data is stored in the memory devices located in the portable communications devices.

46. The method of Claim 36 wherein the provision of wireless communication involves the use of a centrally located server having an associated memory device, and wherein said profile data is stored in said memory device.

47. The method of Claim 36 further comprising the steps of:

- receiving updated profile data relating to said users;
- modifying the stored user profile data based on the received updated profile data;
- comparing the modified user profile data of a user with a predefined affinity group definition; and
- modifying as needed the users associated with the affinity group based on the comparison of the modified user profile data with the predefined affinity group definition.

48. A method of creating an affinity group of wireless telephone users in real-time comprising the steps of:

- providing wireless telephone communication between said users;
- accessing profile data relating to selected ones of said users;
- comparing the accessed profile data of different ones of said users; and
- associating users with the affinity group based on the profile data

comparison.

49. The method of Claim 48 wherein the provision of wireless telephone communication involves the use of plural mobile wireless devices, each said mobile wireless device having a memory device located therein, and wherein said profile data is accessed from the memory devices located in the mobile wireless devices.

50. The method of Claim 48 wherein the provision of wireless telephone communication involves the use of a centrally located server having an associated memory device, and wherein said profile data is accessed from said memory device.

51. A method of creating an affinity group of wireless telephone users in real-time comprising the steps of:

providing wireless telephone communication between said users;

accessing profile data relating to selected ones of said users;

comparing the accessed profile data with a predefined affinity group definition; and

associating users with the affinity group based on the comparison of the profile data with the predefined affinity group definition.

52. The method of Claim 51 wherein the provision of wireless telephone

communication involves the use of plural mobile wireless devices, each said mobile wireless device having a memory device located therein, and wherein user profile data is accessed from the memory devices located in the mobile wireless devices.

53. The method of Claim 51 wherein the provision of wireless telephone communication involves the use of a centrally located server having an associated memory device, and wherein said profile data is accessed from said memory device.

54. A method of maintaining a group of portable communications device users associated with an affinity group based on comparisons of stored user profile data, said method comprising the steps of:

receiving updated profile data relating to users;

modifying the stored user profile data based on the received updated profile data;

comparing the modified user profile data of different ones of said users;

and

modifying as needed the users associated with the affinity group based on the modified user profile comparison.

55. A method of maintaining a group of portable communications device users associated with an affinity group based on comparisons of stored user profile

data, said method comprising the steps of:

receiving updated profile data relating to users;

modifying the stored user profile data based on the received updated profile data;

comparing the modified user profile data to a predefined affinity group definition; and

modifying as needed the users associated with the affinity group based on the comparison of the modified user profile data with the predefined affinity group definition.

56. A system for distributing content to an affinity group of portable communications device users comprising:

means for providing portable communications device communication between said users;

means for storing profile data relating to each of said users, said means for storing being operatively connected to the means for providing communication;

means for (a) comparing the profile data of different ones of said users, and (b) associating users with the affinity group based on the profile data comparison to thereby create the group, said means for comparing and associating being operatively connected to the means for storing; and

means for selecting content for and distributing content to said users based on their inclusion in an affinity group, said means for selecting and distributing being operatively connected to the means for providing communication and the

means for comparing and associating.

57. The system of Claim 56 wherein the profile data comprises information selected from the group consisting of: user news preferences, user sports preferences, user advertisement preferences, user purchase preferences, user electronic game preferences, user interactive game preferences, user game skill level, user virtual reality character characteristics, user portable communications device capabilities, user portable communications device model, user portable communications device usage level, user occupation, user income level, user education level, user residence, user sex, user religion, and user frequent location.

58. The system of Claim 56 wherein the profile data comprises information selected from the group consisting of user electronic game preferences, user interactive game preferences, user game skill level, user virtual reality character characteristics, and user portable communications device capabilities.

59. The system of Claim 56 wherein the profile data includes user electronic game preferences.

60. The system of Claim 56 wherein the profile data includes user interactive game preferences.

61. The system of Claim 60 wherein the interactive game preferences comprise information selected from the group consisting of: user individual game selection history, user game genre selection history, and user ranking of interest in games.

62. The system of Claim 56 wherein the profile data includes user game skill level.

63. The system of Claim 56 wherein the profile data includes user interactive game preferences and user game skill level.

64. The system of Claim 56 wherein the means for providing communication includes plural portable communications devices, and wherein the means for storing profile data comprises a memory device located in each portable communications device.

65. The system of Claim 56 wherein the means for providing communication includes a centrally located server, and wherein the means for storing profile data comprises a memory device associated with the centrally located server.

66. The system of Claim 56 further comprising means for a user to include herself in an affinity group notwithstanding the failure of the means for comparing and associating to associate the user with the affinity group.



67. A system for distributing content to an affinity group of portable communications device users comprising:

means for providing communication between said users;

means for storing profile data relating to each of said users, said means for storing being operatively connected to the means for providing communication;

means for (a) comparing the profile data of each of said users with a predefined affinity group definition, and (b) associating users with the affinity group based on the comparison user profile data with the predefined affinity group definition to thereby create the group, said means for comparing and associating being operatively connected to the means for storing; and

means for selecting content for and distributing content to said users based on their inclusion in an affinity group, said means for selecting and distributing being operatively connected to the means for providing communication and the means for comparing and associating.

68. The system of Claim 67 wherein the profile data comprises information selected from the group consisting of: user news preferences, user sports preferences, user advertisement preferences, user purchase preferences, user electronic game preferences, user interactive game preferences, user game skill level, user virtual reality character characteristics, user portable communications device capabilities, user portable communications device model, user portable communications device usage level, user occupation, user income level, user

education level, user residence, user sex, user religion, and user frequent location.

69. The system of Claim 67 wherein the profile data comprises information selected from the group consisting of user electronic game preferences, user interactive game preferences, user game skill level, user virtual reality character characteristics, and user portable communications device capabilities.

70. The system of Claim 67 wherein the profile data includes user electronic game preferences.

71. The system of Claim 67 wherein the profile data includes user interactive game preferences.

72. The system of Claim 71 wherein the interactive game preferences comprise information selected from the group consisting of: user individual game selection history, user game genre selection history, and user ranking of interest in games.

73. The system of Claim 67 wherein the profile data includes user game skill level.

74. The system of Claim 67 wherein the profile data includes user virtual reality

character characteristics.

75. The system of Claim 67 wherein the profile data includes user interactive game preferences and user game skill level.

76. The system of Claim 67 wherein the means for providing communication includes plural portable communications device, and wherein the means for storing profile data comprises a memory device located in each portable communications device.

77. The system of Claim 67 wherein the means for providing communication includes a centrally located server, and wherein the means for storing profile data comprises a memory device associated with the centrally located server.

78. The system of Claim 67 further comprising means for a user to include herself in an affinity group notwithstanding the failure of the means for comparing and associating to associate the user with the affinity group.

79. A method of distributing targeted content to an affinity group of portable communications device users comprising the steps of:

- providing wireless communication between a plurality of users;
- receiving profile data relating to selected ones of said users;
- storing the profile data relating to said users;

comparing the stored profile data of different ones of said users;  
associating users with the affinity group based on the profile data  
comparison; and  
distributing targeted content to the affinity group.

80. The method of Claim 79 wherein the targeted content comprises a game application.

81. A method of distributing targeted content to an affinity group of portable communications device users comprising the steps of:

providing wireless communication between a plurality of users;  
receiving profile data relating to selected ones of said users;  
storing the profile data relating to said users;  
comparing the profile data a plurality of said selected users with a  
predefined affinity group definition;  
associating users with the affinity group based on the comparison of the  
user profile data with the predefined affinity group definition to thereby create the  
group; and  
distributing targeted content to said users in the affinity group.

82. The method of Claim 81 wherein the targeted content comprises a game application.